



## ***AOT in Action***

### ***TOURISM WORKS FOR ARIZONA!***

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

#### **A Message from the Director:**

Good morning.

Each year millions of visitors travel to the Grand Canyon state to enjoy our wide open spaces, lush desert scenery and breathtaking mountain views.

Now more than ever, we need to preserve and protect what makes Arizona so unique, while at the same time driving business and connecting people to our culture and history.

For this reason, I am excited to announce that we have established a Tourism Sustainability Council that will help us develop the criteria for a sustainability blueprint.

Across the country, these initiatives are growing in importance. Our goal is to move Arizona to the forefront of this initiative and ensure that the state is perceived as socially responsible in promoting sustainable tourism practices.

To find out more about the Tourism Sustainability Council, please read the news brief in the *AOT News Flash* section below.

Have a great week.

Margie A. Emmermann  
Director

## AOT News Flash

### Arizona Office of Tourism Launches Tourism Sustainability Council

The Arizona Office of Tourism, in collaboration with the Global Institute of Sustainability at Arizona State University, has recently launched a Tourism Sustainability Council for Arizona. This group will meet quarterly during the next two years to conduct a thorough analysis of the sustainability and “going green” initiatives and develop a plan for the Arizona tourism industry, AOT and its industry partners. The council is comprised of a diverse group of business leaders, community members and researchers who are deeply committed to preserving Arizona’s environment, culture and heritage.

Below are the members of the Tourism Sustainability Council.

**Philip D. Allsopp**, Chief Executive, The Wright Foundation, Taliesin West; **Will Bruder**, Architect; **Jim Champlin**, General Manager, Grace Inn Phoenix; **Steve Chucuri**, President & CEO, Arizona Restaurant Association; **Darla Cook**, Vice President, Public Relations and Events, Forever Resorts, LLC; **Margie Emmermann**, Director, Arizona Office of Tourism; **Edward Fox**, Chief Sustainability Officer, Arizona Public Service; **Pat Graham**, State Director, Nature Conservancy; **Grady Gammage Jr.**, Gammage and Burnham, Attorneys at Law; **Rob Melnick**, Exec. Dir. and COO, ASU, Global Institute of Sustainability; **Rachel Sacco**, President and CEO, Scottsdale Convention & Visitors Bureau; **Bernard Siquieros**, Project Administrator, Tohono O’odham Nation Cultural Center & Museum; **Ken Travous**, Director, AZ State Parks; **Tim Tyrrell**, Associate Dean, College of Public Programs, ASU, Megapolitan Institute; **Ruediger Vetter**, V.P. Business Development and Sustainability, The Dial Corp.; **Larry D. Voyles**, Director, AZ Game & Fish Department; and **Mark Winkleman**, State Land Commissioner, AZ State Land Department.

For more information, please contact Laura French, Executive Projects Manager & Multicultural Representative at 602-364-3720 or via e-mail at [lfrench@azot.gov](mailto:lfrench@azot.gov).

### AOT’s Research Section has been Updated

The following items have been updated in the Research and Statistics section of AOT’s business-to-business Web site [www.azot.gov](http://www.azot.gov).

- [2008 Governor’s Conference Research Roundup Presentation](#)
- [2007 Top Natural Attractions](#)
- [2007 Top Private Attractions](#)
- [Arizona Travel Impact 1998-2007](#)

For additional information or questions, please contact Beth Billings, Research Specialist, at 602-364-3689 or via e-mail at [bbillings@azot.gov](mailto:bbillings@azot.gov).

## Trippin’ with AOT

Register Now for the 11<sup>th</sup> Annual Arizona Showcase in Hermosillo

The Arizona Office of Tourism will hold the 11<sup>th</sup> Annual Arizona Showcase October 2, 2008 in Hermosillo, Sonora, Mexico. This event promotes fall and holiday shopping, attractions and accommodations throughout the State. The highlight of the event will be a charity fashion show with local models - specifically targeting high income families and individuals with a strong propensity to travel. The cost to participate varies from \$900 - \$2,500 depending on type of supplier and level of participation, plus travel expenses. The deadline to participate is September 1, 2008. Early booking discounts may apply. Please contact Kristy Swanson at [kswanson@azot.gov](mailto:kswanson@azot.gov) or 602-364-3696.

### **AOT on the Road in the UK – Sales Mission**

AOT will carry out a week-long sales mission to the UK September 22 – 26, 2008. The week-long mission will potentially target four cities in England and Scotland. The mission will be made up of product meetings and/or destination trainings at the offices and call centers of key tour operators. The proposed cities are: London, Manchester, Glasgow and Newcastle. The purpose of the mission is to further increase Arizona awareness and help maintain a strong presence in this important and competitive market. The cost to participate is \$1,500. Please contact Loretta Belonio for further information at [lbelonio@azot.gov](mailto:lbelonio@azot.gov) or 602-364-3725.

### **World Travel Market 2008 – Trade Show Opportunity**

The Arizona Office of Tourism invites you to participate in World Travel Market 2008 in London, England from November 10 – 13, 2008. WTM is the premier, global event for the travel industry as well as the largest travel trade show in the United Kingdom. AOT's attendance at the show is extremely important because it raises Arizona awareness with travel industry and media professionals, generates sales leads and maintains status as a key player in the tourism industry. In 2007, there were 48,111 travel industry professionals and media in attendance. The cost to participate is \$2,500 US for the primary delegate and \$1,000 US for the second delegate. Please contact Loretta Belonio for further information at [lbelonio@azot.gov](mailto:lbelonio@azot.gov) or 602-364-3725.

## **Industry News**

### **International Visits up 2% in April; Spending at 11.6 Billion**

The Department of Commerce says 4.1 million international visitors traveled to the U.S. in April, an increase of 2 percent over April 2007. Total visitation year-to-date through April was up 12 percent compared to the same period last year. International visitors spent a record \$11.6 billion for the month, an increase of 21 percent from April 2007, and \$45.3 billion for the year, up 23 percent. Canadian visitation grew more than 6 percent over April 2007, while arrivals from Mexico, traveling to interior U.S. points, decreased 27 percent in April. Overseas arrivals increased 8 percent in April and more than 9 percent year-to-date. Visitation from overseas markets has grown for 12 consecutive months. Details at [www.tinet.ita.doc.gov](http://www.tinet.ita.doc.gov). (*Special to TA*)

### **U.S. Travel Site Launches Internationally**

DiscoverAmerica.com, the U.S.'s official travel and tourism Web site, has launched language-specific sites in five leading international travel markets. The sites target consumers in the five countries that account for 75 percent of all inbound travel to the U.S.: Canada (English and French), Mexico, the U.K., Japan and Germany. Interactive content for all 50 states, the five territories, dozens of cities and attractions, and entry information from U.S. government sources is presented in the native language of each market. The Travel Industry Association and the Department of Commerce partnered to launch DiscoverAmerica.com this past spring. Strategic

partners include American Express, Fodor's, Translations.com and Travelocity. Details at 202-408-2128. ([www.TravelWeekly.com](http://www.TravelWeekly.com), 7/15; *Special to TA*)

### **Slide by Marriott Signals Distress for Hotel Industry**

Let there be no mistaking it now: The hotel boom is kaput reports the Washington Post. Marriott International, one of the world's largest hotel operators, released a stream of unsettling news for the industry yesterday: Its second quarter profit fell 24 percent, to \$157 million; it lowered yearly profit estimates again; and most importantly, it said revenue per available room, a key measure of hotel strength, could decrease this year in the United States by 1 percent. "There's no doubt we are in a very turbulent period," said Thomas Baltimore, the president of Bethesda's RLJ Development, one of the largest owners of Marriott hotels. "Clearly we are seeing softening demand — there's no doubt about that." In the boom years starting in 2004, revenue per available room, or RevPar, jumped as much as 10 percent. But the hotel business is extremely cyclical and can take a beating during economic downturns. Marriott, based in Bethesda, has been tamping down its performance expectations for months, but yesterday marked the first time in years that the company forecasted the potential for negative revenue per available room growth. With oil prices soaring, getting from point A to point B — either by car or plane — has become more expensive for leisure and business travelers, who are now looking to cut back on trips. Throw in weaker corporate results, which cause companies to further tighten their belts, and airlines cutting flights and capacity, which makes it more difficult and expensive to travel, and Marriott executives are faced with an unappealing environment.